



LA CUMBRE PLAZA

SANTA BARBARA, CA

MARKET PROFILE 2021

MAJOR RETAILERS Bristol Farms, Chico's, J.Jill, Macy's, Phenix Salon Suites,
Pottery Barn, Talbots, Williams-Sonoma

RESTAURANTS & ENTERTAINMENT Chipotle Mexican Grill, Islands Fine Burgers & Drinks,
Lure Fish House, Plaza Deli, Wing Stop

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 492,000 | **BUILT / RENOVATED** 1967 / 2008

FOR MORE INFORMATION 805-642-0605 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SANTA MARIA-SANTA BARBARA, CA [MSA]	
2020 Total Population	180,895		330,373		446,904	
2025 Total Population	183,331		337,036		457,015	
2020-2025 Population Growth	1.3%		2.0%		2.3%	
HOUSEHOLDS						
2020 Total Households	65,057		116,102		148,609	
2025 Total Households	65,928		118,305		151,795	
2020-2025 Household Growth	1.3%		1.9%		2.1%	
INCOME						
Average Household Income	\$121,883		\$116,770		\$110,863	
Median Household Income	\$86,404		\$82,231		\$79,394	
Per Capita Income	\$44,243		\$41,575		\$37,272	
HOUSEHOLD INCOME RANGES						
\$50,000 +	46,080	70.8%	81,215	70.0%	102,612	69.1%
\$75,000 +	36,758	56.5%	63,324	54.5%	78,712	53.0%
\$100,000 +	28,660	44.1%	48,235	41.6%	58,796	39.6%
\$150,000 +	17,251	26.5%	28,293	24.4%	32,804	22.1%
AGE						
Median Age	34.9		36.6		35.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	58,994	50.3%	89,105	40.6%	102,363	35.1%
White Collar	58,241	67.3%	91,896	61.7%	111,461	56.6%
RACE / ETHNICITY						
White	127,198	70.3%	228,065	69.0%	298,051	66.7%
Black	3,152	1.7%	7,228	2.2%	9,324	2.1%
American Indian	1,516	0.8%	3,637	1.1%	5,515	1.2%
Asian	13,397	7.4%	19,290	5.8%	25,465	5.7%
Pacific Islander	260	0.1%	662	0.2%	842	0.2%
Other Race	35,372	19.6%	71,491	21.6%	107,707	24.1%
Hispanic or Latino	64,988	35.9%	135,151	40.9%	208,089	46.6%
Not Hispanic or Latino	115,907	64.1%	195,222	59.1%	238,815	53.4%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE						
3 MILE						
5 MILE						
Total Businesses	1,002		4,584		8,884	
Total Employees	10,120		43,825		84,539	
Daytime Population	17,172		88,023		154,238	

TRADE AREA MAP



LEGEND

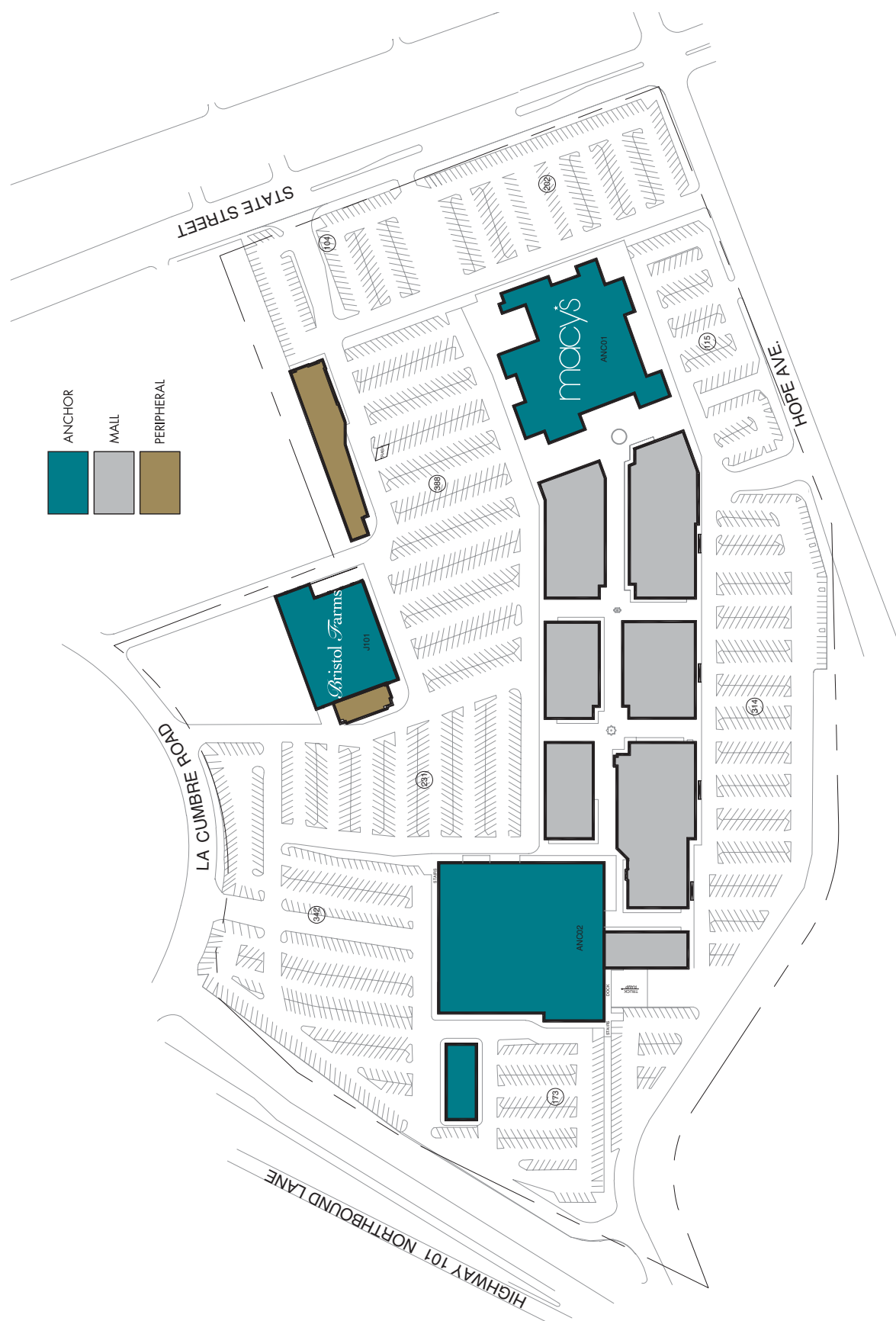
- ★ LA CUMBRE PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

ADJACENT TO BUSY
HIGHWAY 101,
AN AVERAGE OF
139,000 VEHICLES
PASS THE CENTER DAILY

CONDÉ NAST TRAVELER READERS'
CHOICE AWARDS 2019,
IN WHICH READERS OF THE TRAVEL
PUBLICATION RANKED SANTA
BARBARA ONE OF THE
10 BEST SMALL CITIES
IN THE U.S.

LA CUMBRE PLAZA IS SITUATED
IN THE HEART OF 2 AFFLUENT
NEIGHBORHOODS, SAN ROQUE
AND HOPE RANCH, WHERE THE
AVERAGE ANNUAL INCOME
EXCEEDS \$129,000 AND
HOMES ARE VALUED IN
EXCESS OF \$1.9 MILLION

LA CUMBRE PLAZA IS
MINUTES FROM THE
EXCEPTIONALLY AFFLUENT
CITY OF MONTECITO
WHICH HAS AN AVERAGE
HOUSEHOLD INCOME IN
EXCESS OF \$2.65 MILLION
AND A MEDIAN HOME
PRICE OF \$3.4 MILLION

SHOPPERS VISIT
LA CUMBRE PLAZA
BECAUSE OF ITS
CONVENIENT
LOCATION, PLEASANT
ATMOSPHERE AND
FREE PARKING



PRIVATE SCHOOLS WITHIN
5 MILES OF LA CUMBRE
4,691 STUDENTS
7 HIGH SCHOOLS,
AVERAGE TUITION \$19,626
13 ELEMENTARY SCHOOLS,
AVERAGE TUITION \$11,376

THE MEDIAN HOME VALUE IN SANTA BARBARA IS \$1,223,595
HOME APPRECIATION IS 9.5% OVER THE LAST YEAR

IN 2019, THE AVERAGE COST OF A **WEDDING IN SANTA BARBARA**
WAS \$30,300

TRAVEL + LEISURE NAMED MONTECITO ONE OF
THE 50 BEST PLACES TO TRAVEL IN 2019
(ONLY CITY IN CALIFORNIA FEATURED)

LA CUMBRE PLAZA



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|---|-----------------|----|-------------------------------|----|--------------|----|-------------------|
| 1 | MACY'S | 6 | TALBOTS | 11 | WINGSTOP | 16 | MAYWEATHER BOXING |
| 2 | BRISTOL FARMS | 7 | CHICO'S | 12 | STARCYCLE | 17 | BACKYARD BOWLS |
| 3 | POTTERY BARN | 8 | PHENIX SALON SUITES | 13 | YVES DELORME | 18 | STARBUCKS |
| 4 | WILLIAMS-SONOMA | 9 | LURE FISH HOUSE | 14 | MASSAGE ENVY | | |
| 5 | J. JILL | 10 | ISLANDS FINE BURGERS & DRINKS | 15 | LENSCRAFTERS | | |

